

PRE-PROPOSAL CONFERENCE
REQUEST FOR PROPOSALS
MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MARYLAND WIC BRANDING AND PUBLICATION DESIGN
Solicitation Number: MDH OPASS #20-18397

August 9, 2019
201 West Preston Street
Conference Room L-3
Baltimore, Maryland 21201

10:11 a.m. - 10:39 a.m.

PRESENT FROM Maryland Department of Health:

DANA WRIGHT, Contract Officer

MARY ROYER, Chief, Fiscal and Contact Unit,
Maryland WIC Program, Prevention and Health
Promotion Administration

ERNEST LE, Maryland WIC Program

HEATHER THOMAS, Procurement Specialist, WIC
program

ATTENDEES:

ANN BEVANS, Integrated Designs

SUJEN BUFORD, TM Design

DALE JIMISON, Designnmind

DAN CHUDY, MD Strategic Consulting

DEBI KRULAK, Kapowza

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ATTENDEES (cont'd):

REBECCA McELHATTEN, Alpha Graphic

ALINE LIN, Link Studio

KRISTIE SHEPPARD, A Bright Idea

SUZANNE MARSHALL, Whale Works Design

REPORTED BY: WALTER MURPHY, Notary Public

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1 P R O C E E D I N G S

2 THE REPORTER: Okay. We are rolling right
3 this minute. If you want me to stop and have it be off
4 the record for a minute, that's okay, too, but right
5 now, we're rolling and on the record.

6 MS. WRIGHT: Okay. We can get started.
7 Okay. Thank you.

8 THE REPORTER: Sure.

9 MS. WRIGHT: Good morning to all. My name is
10 Dana Wright from the Office of Procurement and Support
11 Services. I am the contract officer for this contract,
12 The Maryland WIC Branding and Publications Design. I'm
13 here today to help you understand the process for this
14 procurement. If further clarification is needed after
15 this meeting, I can be reached by e-mail at
16 mdh.solicitationquestions@maryland.gov.

17 For the state of Maryland, we intend on
18 making a single award as a result of this RFP. At this
19 time, I ask that the other Maryland Department of
20 Health employees introduce themselves, followed by the
21 attendees, introducing themselves as well.

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1 MS. ROYER: Okay. So my name is Mary Royer.
2 I am the Chief of the Fiscal and Contract Unit for the
3 Maryland Program.

4 MR. LE: My name is Ernest Le. I am the
5 Program Analyst for the Maryland WIC Program and also
6 the monitor for this contract.

7 MS. THOMAS: My name is Heather Thomas. I'm
8 a procurement specialist for the WIC Program.

9 MS. BEVANS: My name is Ann Bevans. I'm with
10 Integrated Designs.

11 MS. BUFORD: I'm Sujen Buford. I'm with TM
12 Design.

13 MR. JIMISON: Dale Jimison, Design N Mind.

14 MR. CHUDY: Dan Chudy, Art Director with MD
15 Strategic Consulting.

16 MS. KRULAK: Debi Krulak, Kapowza.

17 MS. MCELHATTEN: I'm Rebecca McElhatten with
18 Alpha Graphics.

19 MS. LIN: Aline Lin, Link Studio.

20 MS. SHEPPARD: Kristie Sheppard, A. Bright
21 Idea.

1 MS. MARSHALL: Suzanne Marshall, Whale Works
2 Design.

3 MS. WRIGHT: Thank you. There's a sign-in
4 sheet available at the front table, and also there's an
5 envelope for business cards that you can also leave
6 your business cards with us.

7 It's very important that everyone sign in, in
8 case there is a need to contact you as a result of the
9 meeting. As you know, the contract resulting from the
10 solicitation will be for a three-year base period with
11 no options. Please note that this is a Small Business
12 Reserve Designation Contract. There are no minimum
13 qualifications for the solicitation.

14 I ask that you carefully review Section 2 of
15 the RFP Section for Contract Requirements Overview,
16 beginning on page 10. As noted, Maryland Department of
17 Health has issued this RFP in order to provide graphic
18 design services for creating and updating WIC Program
19 publications and outreach materials. All subsequent
20 documentation regarding this solicitation will be
21 posted on eMaryland Marketplace Advantage, eMMA for

1 short, website at procurement.maryland.gov, and the
2 Maryland Department of Health MDH website, which is
3 Health.Maryland.gov/opass/pages/home.aspx. This
4 information can be found in page 30 as well, in the
5 RFP.

6 The eMMA website and also the Maryland
7 Department of Health website will have any pertinent
8 information for the RFP. Please remember that in order
9 to receive a contract award, a vendor must be
10 registered on eMMA. Registration is free. Again,
11 please review Subsection 4.2 on page 30 for details.

12 I would like to stress to everyone today that
13 any questions asked during the question and answer
14 portion of this meeting be submitted to the department,
15 in writing, for clarity purposes. The questions and
16 answers, along with the minutes and other documents, if
17 required, will be posted on eMMA and the MDH website as
18 quickly as possible.

19 Carefully review Subsection 4.3 questions on
20 page 30 regarding how to submit questions subsequent to
21 the pre-proposal conference. Questions to the

1 Procurement Officer, Mr. Dana Dembrow, shall be
2 submitted via the MDH Solicitation Questions at
3 Maryland.gov website. Questions also should be
4 submitted no later than five days prior to the proposed
5 due date.

6 The procurement officer, based on the
7 availability of time to research and communicate an
8 answer, shall decide whether an answer can be given
9 before the proposal due date. Given that, please try
10 to submit any questions as soon as possible.

11 Carefully review Subsection 4.23 on page 34,
12 Payments by Electronic Funds Transfer. By submitting a
13 response to this solicitation, the offerer agrees to
14 accept payment by electronic funds transfer unless the
15 state comptroller office grants an exemption, payments
16 by EFT is mandatory for contracts, exceed \$200,000.
17 This sections goes in detail of how to register or
18 request an exemption.

19 The procurement method for this solicitation
20 is a competitive sealed proposal. There are several
21 steps involved in this method, so your attention to the

1 solicitation document is critical to the successful
2 submission of your proposal. Again, there's no offerer
3 minimum qualifications.

4 The Contractor Requirements: Scope of Work
5 section, beginning on page 10, gives an outline of the
6 responsibilities of the contractor, and gives you a
7 clear understanding of what the department expects of a
8 successful offerer and the divisions of the services.
9 Please note, someone representing the program will give
10 further emphasis on the scope of work (indiscernible.)

11 The proposed format. Offerers are required
12 to submit their response to the RFP in two parts.
13 Section 5, Proposal Format, beginning on page 41,
14 clearly lists all of the subsection requirements.
15 Volume I will consist of the technical proposal.
16 Volume II will consist of the financial proposal. Each
17 shall be separately sealed from one another.

18 If you could turn to page 41 as a reference
19 in your RFP, if you have it. The section would be --
20 let's see. You're going to look on page 41, Subsection
21 5.2.5. It gives detailed instructions for the

1 different volumes for your RFP.

2 Volume I, which will be the Technical
3 Proposal, consists of "One original executed Technical
4 Proposal and supporting material, marked and sealed;
5 four duplicate copies of the above, separately marked
6 and sealed; an electronic version of the Technical
7 Proposal in Microsoft Word format, version 200 -- sorry
8 -- 2007 or greater; the Technical Proposal in
9 searchable Adobe PDF format; and a second searchable
10 Adobe PDF copy of the Technical Proposal with
11 confidential and proprietary information has to be
12 redacted. Refer to Section 4.8."

13 For Volume II, for the Financial Proposal,
14 "One original executed Financial Proposal and all
15 supporting materials, marked and sealed; four duplicate
16 copies of the above, separately marked and sealed; an
17 electronic version of the Financial Proposal in
18 searchable Adobe PDF format -- and go on over to page
19 42 -- a second searchable Adobe PDF copy of the
20 Financial Proposal, with confidential and proprietary
21 information redacted. Refer to Section 4.8."

1 For the next Section 5.26, it's very
2 important that when the RFPs come in, that the contact
3 information is on the outside of the packet. By this
4 being an RFP, if there is an issue, we're not allowed
5 to open it. So if I need to contact someone, the
6 information will be on the outside, we can do that
7 immediately.

8 For the outside, you would need to include
9 "The name, the e-mail address, and telephone number of
10 the contact person for the offerer, to be included on
11 the outside of the package. Unless the resulting
12 package will be too unwieldy, the State's preference is
13 for the separate sealed technical and technical
14 proposal to be submitted together in a single package.
15 "Please include the RFP title and number, name and
16 address of the offerer, the closing date, and time for
17 receipt of Proposals." Okay?

18 Let's see. The Financial Proposal
19 instructions can be found on page 57. For the purpose
20 of this procurement, the Financial Proposal worksheets
21 are included and formatted in Excel format. If there

1 are any questions regarding the Excel financial
2 worksheet, please direct them to the program staff that
3 are present here today.

4 The Evaluation Committee, evaluation
5 criteria, and selection procedure are outlined in
6 Section 6, beginning on page 49. Your proposals will
7 be evaluated by a committee organized for that purpose
8 and will be based on the criteria set forth in the RFP.

9 The technical criteria, listed in descending
10 order of importance, can be found in Subsection 6.2,
11 page 49, with the financial proposal criteria listed in
12 Subsection 6.3 on page 49 as well.

13 The Selection Procedures highlighted in
14 Subsection 6.5 on page 50. As noted the contract will
15 be awarded to the responsive offerer that submitted the
16 proposal determined to be the most advantageous to the
17 State, considering technical evaluation factors and
18 price factors set forth in the RFP.

19 Documents Required upon Notice of
20 Recommendation for Award is listed in Section 6.6 on
21 page 51. Other than composing your technical and

1 financial proposals, the most important matter is to
2 have your proposal submitted by the date, time, and
3 location listed.

4 Therefore, your proposals are due no later
5 than September the 4th, 2019 at 2:00 p.m., local time.
6 The address for receipt of proposals is listed on the
7 Key Information summary sheet. No proposals will be
8 accepted after 2:00 p.m. Please note that the
9 proposals are to come to the Maryland Department of
10 Health Headquarters at 201 West Preston Street,
11 Attention: Dana Wright, Room 416D-4.

12 We want to make you fully aware that there
13 are increased security requirements for individuals
14 entering the building. If you plan to hand-carry your
15 proposals to the Office of Procurement, please be sure
16 to allow sufficient time for security to verify your
17 ID, and your need to be in the building.

18 Please note, you are hereby notified that the
19 deadline for receipt of proposals will remain at 2:00
20 p.m. local time and you should judge yourself
21 accordingly.

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1 Please address your proposal packets to the
2 same address listed. The three acceptable means of
3 delivering a proposal are located in Subsection 5.2,
4 Proposal Delivery and Packaging. One, the U.S. Postal
5 Service; two, hand delivery by the offerer, please ask
6 for receipt; three, hand delivery by commercial
7 courier, ask for a receipt.

8 Please remember that after this preproposal
9 conference, perspective offerers may have questions
10 answered that may help them understand the RFP process.
11 Please keep in mind that an answer to your questions,
12 if they are significant in nature, shall be posted on
13 eMMA and the Maryland Department of Health website.
14 Therefore, please allow sufficient time for this to
15 occur.

16 Before any questions are taken, I'll just
17 remind you if you can please state your name and the
18 name of your company. Are there any questions at this
19 time?

20 (No audible response.)

21 MS. WRIGHT: Okay. Next, we will turn to

1 the program to discuss the (indiscernible.)

2 MR. LE: So again, my name is Ernest Le. Can
3 everybody hear me?

4 UNKNOWN SPEAKERS: Uh-huh.

5 MR. LE: Okay. I am the -- again, the
6 Program Analyst for Maryland WIC. Within that purview
7 also includes marketing and outreach for the program.
8 So I guess we'll just start by a quick overview of what
9 WIC is.

10 WIC is Woman, Infant, and Children. We
11 basically -- our mission, basically, is to ensure that
12 children under the age of five get the nutrition that
13 they need. That includes making sure that pregnant
14 mothers have all the nutrition that they need during
15 their pregnancy, so they can give birth to a healthy
16 baby.

17 It includes breast-feeding support for the
18 first several months of the child's life, or providing
19 formula, if that's what they need, and then later on,
20 as the child grows older, giving them access to fresh
21 foods -- fresh nutritious foods. It is a supplemental

1 program. It is not a replacement for SNAP, which you
2 may also know about.

3 We serve over 120,000 individuals per month,
4 and to reach that many people, we do a lot of marketing
5 and outreach. Now, that consists of a variety of
6 means, social media, billboard ads, transit ads, and
7 print publications. So the print publications is, I
8 think, what I'll just start off with first, because
9 that's the need -- that's by far the biggest part of
10 this job.

11 The print publications include everything
12 from handouts to inform people of what the program is
13 to information about how to make use of your benefits.
14 Also, information for doctors, because doctors give us
15 referrals. Information for vendors, because we work
16 with grocery stores, who actually provide the foods,
17 and they have to meet a certain standard. So we give
18 information to them, and the publications we give to
19 them also have to be in a nice readable format, and
20 there's probably others that I am forgetting.

21 But I'll start now by handing out -- or

1 passing around some of the publications that we have
2 done. The first one is what we call the outreach
3 brochure. This is general, you know -- we leave it at
4 doctors' offices or give it out to people. It's just
5 telling them what the program is, and how they contact
6 us, and how they can qualify for our benefits.

7 Next one I'm going to hand out is the
8 authorized foods list. WIC has strict standards about
9 what foods can be purchased with our benefits. So we
10 give our clients a booklet of all the things that they
11 can buy, and in this case, you can see there are tabs
12 for -- okay, there's the fruits and vegetables tab.
13 Here's the dairy tab, so on and so forth.

14 All of our publications, by the way, are
15 available in both English and Spanish. It is our
16 responsibility to make sure that the Spanish is -- that
17 publications are made available in Spanish. So we give
18 the techs to the contractor, who then formats it, and
19 places it. So I'll hand that out.

20 And the last two things I'm going to hand out
21 are -- one of our flagship publications, the Farmer's

1 Market Cookbook. We -- actually, I don't think there's
2 much else to say about it. It is exactly what it says.
3 It is a Farmer's Market Cookbook.

4 So generally, print publications are done in
5 Adobe InDesign. We are responsible for ensuring the
6 printing. We have a, actually, a preferred provider
7 for doing the printing. So a contractor gives us the
8 Adobe InDesign package and we send that to the printer,
9 who then puts it out.

10 The outreach brochure and the foods list is a
11 -- is made up of a combination of original artwork and
12 some stock clip art. The Farmer's Market Cookbook is
13 made up out of a combination of stock photos and
14 original photos, because we come up with recipes, and
15 sometimes the contractor actually makes the recipe and
16 then photographs it for the cookbook.

17 Let's see. What else? So throughout this
18 contract, there will be a meeting every quarter just
19 to, essentially, set out the strategy for the upcoming
20 outreach, and the publications we will be putting out.

21 Oh, I forgot. So in addition to print, I did

1 mention that we also do social media and advertisements
2 like billboards and transit ads. Those are not
3 necessarily -- well, social media is not in Adobe
4 InDesign, obviously. What we ask for there is
5 sometimes we might need a little bit of work, something
6 to be done for us.

7 Billboards, that's going to depend on the
8 company. They have their own specifications that they
9 say, "We need a PDF with such and such a --
10 dimensions," and so on and so forth. It's my job to
11 convey those to the contractor.

12 So anyway, the quarterly meeting, you know, I
13 meet with the contractor once per quarter, just to set
14 the strategy of "Here's what we've got coming up.
15 Here's what we need to work on." The Farmer's Market
16 Cookbook is produced every year. That is, by far, the
17 biggest project that we take on, and so probably, we
18 would be spending a lot of time figuring out the steps,
19 what we need to do in order to pull all of that
20 together.

21 I think that is generally all that I have to

1 say about that. I will take any questions that you
2 have, now. Yes?

3 MS. MCELHATTEN: Rebecca McElhatten from
4 Alpha Graphics. I know you had mentioned that the text
5 for languages other than English will be provided. Is
6 that true for all materials, all languages, or just
7 Spanish?

8 MR. LE: Yes, we have a -- we have our own
9 contractor. We contract with a translator who will do
10 any languages that we want to do.

11 MS. MCELHATTEN: Okay. Thank you.

12 MR. LE: Yes?

13 MS. BEVANS: Ann Bevans, Integrated Designs.
14 Is there an incumbent on this contract now?

15 MR. LE: Yes.

16 MS. BEVANS: Okay. And will you say who it
17 is?

18 MR. LE: Yeah, it is Paula Simon of
19 Highmeadow Design.

20 MS. BEVANS: Thank you.

21 UNKNOWN SPEAKER: Can you repeat that?

1 MR. LE: Paula Simon of Highmeadow Design.

2 MR. JIMISON: Question -- Dale Jimison,
3 Design N Mind. So the decision to put it out as a
4 single award instead of multiple, is that something
5 you're stuck on, or is it commas (phonetic) that
6 decide, because there seem to be a -- if you have a
7 schedule over -- or say you have your quarterly
8 meeting, you have five or six deliverers when there
9 have been only one, one person, or one business you're
10 connecting (indiscernible)? Or have you seen that
11 happen within the -- I guess, with the last contractor.
12 Have you had any overlap issues?

13 MR. LE: It has not been an issue in the
14 past.

15 MR. JIMISON: Okay.

16 MS. LIN: Aline --

17 MR. JIMISON: So I'll go again. So most of
18 these, are these templates that you want to have brand
19 new versions of, or -- I mean, because it says,
20 "Creation of the template." Are you using a lot of the
21 same sets, or we coming up with new ones?

1 MR. LE: So the Farmer's Market Cookbook is
2 going to be a new publication every year. The -- as
3 you can see, when you look at the two of them, they do
4 have some similarities, but they, kind of, have a theme
5 every year. So it doesn't exactly follow a template.

6 The other publications, those were created
7 long ago. We're generally happy with them, unless
8 something forces us to change it. So those would
9 mostly be updates. So for example, in the outreach
10 brochure, I don't know if that particular one that I
11 passed around has it, but it has a reference -- a
12 previous brochure has a reference to using checks to
13 get your benefits, for example.

14 MR. JIMISON: Uh-huh.

15 MR. LE: And we don't do that any more. We
16 now give out an EBT card. So, you know, the -- sorry?

17 MS. ROPER: At that point, we had to change
18 all of the publications.

19 MR. LE: Yeah.

20 MS. ROPER: We were able to change how
21 (indiscernible) at that point.

1 MR. LE: Right. The graphics didn't have to
2 change for any of those. It was just a change of the
3 text.

4 We do put out a lot of publications, but I
5 would say that a lot of it is, I guess, you would say
6 updates and maintenance. However, we do occasionally
7 come up with new publications that we want to do, and
8 as I said, it hasn't been a problem in the past with,
9 you know, too many things. Nobody's -- the contractor
10 has been able to put everything out. I don't think we
11 have been overly burdensome, when I asked.

12 MS. LIN: Aline Lin from Link Studios. I
13 just wanted to make sure I understood. Are you looking
14 for a new look and feel on these print pieces, or
15 you're just looking for content edits?

16 MR. LE: So we have a -- we have branding
17 guidelines.

18 MS. LIN: Uh-huh.

19 MR. LE: There are three main colors and four
20 additional colors, and we have definitions for, like,
21 RGB for all them --

1 MS. LIN: Right.

2 MR. LE: -- and so forth. We will have new
3 publications that will follow those brand-new
4 guidelines.

5 MS. LIN: Okay.

6 MR. LE: At the same time, some of the
7 publications will need to be updated, and those will
8 follow, So as far as a new look, at this point, we
9 don't -- we are not looking for that. However it is
10 possible that we may need new (indiscernible)
11 guidelines, in which case we will be having to redo all
12 of our publications.

13 MS. LIN: Okay. Thank you.

14 MR. JIMISON: Dale Jimison again. So who
15 handles your -- do you have an in-house print company,
16 or is that outsourced also, because handling your color
17 separations and your -- all of these specs going to
18 different vendors? It's good to know that, but I'm
19 just curious if you have that, and when the contractor
20 submits it, it goes through you and they're done with
21 it, or are we still --

1 MR. LE: So when the contractor submits the
2 package to, in this case, me, the contractor's part is
3 done. I then give it to the printer who is -- in 99
4 percent of the cases, that's Maryland Correctional
5 Enterprises.

6 (Conversion among MDH attendees.)

7 MR. LE: Oh, okay, okay. Right.
8 Occasionally, we do produce some incentive items, like
9 baby bottles, toothbrushes, and so forth. I'm sorry?

10 UNKNOWN SPEAKER: Cups.

11 MR. LE: Strike that. And those would be
12 printed by a different company, but it is the State's
13 job to procure that.

14 MR. JIMISON: Okay. Thanks.

15 MS. BEVANS: Ann Bevans, Integrated Designs.
16 So in this RFP, you are asking us to provide one lead
17 designer as the key personnel in this project, but we
18 can propose up to five; is that correct? Up to five
19 designers?

20 MS. WRIGHT: Yeah, let me check that.

21 MR. LE: I believe that's correct, but let's

1 just double-check that.

2 (Pause.)

3 MS. ROPER: Yes, that's correct.

4 MS. BEVANS: Okay. So if we propose, say,
5 three graphic designers to work on this project, but we
6 have, I don't know, ten. In the event that the work
7 load required it, would it be acceptable for us to use
8 other designers on our staff, or would that be
9 something we should address under our additional staff
10 requirement?

11 MS. ROYER: Can we get back to that question?

12 MS. BEVANS: Uh-huh. Sure.

13 MS. WRIGHT: Can you submit both of the
14 questions to us, so that way we can clarify it
15 correctly and share it with everyone?

16 MS. BEVANS: I definitely will.

17 MS. WRIGHT: Thank you so much.

18 MS. BEVANS: Yeah, no problem.

19 MR. LE: Yes?

20 MS. MARSHALL: Hi, I'm Suzanne with Whale
21 Works Design. How many publications do you have per

1 year that need to be updated, and how many new do you
2 anticipate for the following year?

3 MR. LE: That's an excellent question. I
4 would say that in a year, we update several dozen, and
5 by update, I mean that we change text. Generally,
6 we're not changing graphics. Brand new, completely
7 original from start to finish, obviously, there's the
8 Farmer's Market Cookbook. That is a lot of work.
9 There's a lot of original photography and layout design
10 that happens on that, and you know, that is the major
11 project.

12 Other than that, I would say probably four or
13 five booklet or brochure type publications, and then in
14 addition to that, we plan to do some new billboards and
15 transit ads, and that may be stock photography, or it
16 may be actual photography, which -- whether the
17 contractor does it or whether the -- whether I do it
18 is, actually, probably just going to be a matter of who
19 is located where, and we can do.

20 Social media, we haven't needed much. That's
21 been generally something along the lines of "Oh, we

1 need a button. Please give us a 100 by 100 title with
2 a picture of a baby on it and our logo," something like
3 that.

4 Does that answer your question?

5 MS. MARSHALL: Yes, thank you.

6 MR. JIMISON: Another question.

7 MR. LE: Yes.

8 MR. JIMISON: So these publications, are they
9 online, digital, or downloader access?

10 MR. LE: For the most part, no.

11 MR. JIMISON: No? Okay.

12 MR. LE: We have -- we had the electronic
13 versions of them, so you know, when the contractor
14 comes onboard, when we need something updated, we will
15 have the author files for you to work on. And I
16 believe some of them, like the authorized foods list
17 and the outreach brochure, that information is
18 available, but I don't think the actual PDF of that is
19 online.

20 MR. JIMISON: Okay. No, I was just asking
21 because you were saying you're trying to start going

1 towards social media and been doing -- a lot of
2 agencies, typically will have something like that. So
3 if you don't, that's fine. I was just curious.

4 MR. LE: Okay.

5 UNKNOWN SPEAKER: (Indiscernible.)

6 MR. LE: We may, in the future.

7 UNKNOWN SPEAKER: All right.

8 MR. LE: Yes?

9 MS. SHEPPARD: Kristie Sheppard with A.
10 Bright Idea. Are all these publications required to be
11 508 compliant?

12 MR. LE: What's that? What is that?

13 MS. ROPER: Could you clarify what that is?

14 MS. SHEPPARD: 508 is the American
15 Disabilities Act compliance for designs section.

16 MS. ROPER: I'm going to get back to you on
17 that, I think.

18 MS. WRIGHT: Yes, can you send us that
19 question, please?

20 MS. SHEPPARD: Uh-huh.

21 MS. WRIGHT: Thank you.

1 MR. JIMISON: I'll go again. So is the
2 contractor, at any point, responsible for the delivery
3 of these to anyone other than -- say, have you had a
4 case where you had the contractor take care of
5 something that they'd have to be responsible and say,
6 deliver it to a specific agency location other than
7 what's shown?

8 MR. LE: Not exactly, but in -- I'm thinking,
9 for example, of the transit ads. The vendor who was
10 actually printing them and putting them onto buses and
11 so forth. In the past, the contractor just sent the
12 files directly to that vendor instead of sending it to
13 me, who then forwarded it on. That's the only case I
14 can think of.

15 MR. JIMISON: Okay.

16 MS. ROYER: And that's after it's approved --
17 (indiscernible) approved..

18 MR. JIMISON: After approval?

19 MS. ROYER: Yes.

20 MR. JIMISON: Okay. Yes.

21 MR. LE: Yes?

1 MS. BEVANS: Ann Bevans, Integrated Designs.
2 Based on the format of the financial proposal, it looks
3 like you're looking for one hourly rate. Do you guys
4 want all of the job functions associated with this
5 contract in one bundled hourly rate?

6 MR. LE: (No audible response.)

7 MR. CHUDY: I'll ask in reference to the RFP
8 on -- I want to, kind of, be clear that something is
9 happening. You had a transition/transaction, in-and-
10 out schedule. I guess, that's only at the kick-off of
11 your award, not for each one of the -- you would have
12 to --

13 MS. ROYER: Yeah, that's just on the total
14 contract.

15 MR. CHUDY: Okay. Correct, Correct. Got
16 you.

17 MS. ROYER: So when you come in, there's a
18 kick-off meeting, and then it's, kind of, business as
19 usual, and then there's a transition period at the end.
20 So there's --

21 MR. JIMISON: At the end. All right. I got

1 you.

2 MS. ROYER: Not just, like, a "Drop 'em and
3 leave 'em."

4 MS. BEVANS: Ann Bevans, Integrated Designs
5 again. You mentioned about color advertising, transit,
6 and also centrally advertising. Do you have any need
7 for assistance media bias associated with those, are is
8 that handled at the time of --

9 MS. ROYER: That's handled under a separate
10 contract.

11 MS. BEVANS: One more. Ann Bevans. Were
12 there any problems or difficulties you had with
13 previous vendors that you would like to see improved
14 under this contract?

15 MS. ROYER: Not necessarily improved, but
16 like, we're always open to growth. We're fairly happy
17 with the working relationship we had previously, but
18 we're always working towards, you know, to keep moving.

19 MR. JIMISON: Sure.

20 MS. BEVANS: Right.

21 MR. CHUDY: And I, kind of, missed the window

1 on the break down of the proposal structure, but to,
2 kind of, clarify, for the technical you have one
3 original and four duplicates, sealed, but the
4 duplicates and the original technical can be sealed
5 together, right? Not -- we don't want that in a
6 completely separate package, or we do, because the way
7 it's, kind of, written --

8 MS. WRIGHT: Uh-huh.

9 MR. JIMISON: -- it says, "Four duplicate
10 copies of the above, separately marked and sealed."

11 MS. WRIGHT: Right, so -- you are right.
12 It's a little confusing. So for your technical
13 portion, that one seal would just be all your
14 technical.

15 MR. JIMISON: Right.

16 MS. WRIGHT: So then the other sealed
17 envelope would be all your financials.

18 MR. JIMISON: Got you.

19 MS. WRIGHT: Yes.

20 MR. JIMISON: Okay. And then -- if you don't
21 have anything that you need to mark up and paste it,

1 then you don't have to worry about that PDF?

2 MS. WRIGHT: Uh-huh. Yeah, and like I say,
3 if you have any question or need clarifications, please
4 submit the question to us as soon as possible. It's
5 better that you have more information, so that way you
6 can have a successful procurement. So we try to allow
7 as much time as possible to research to make sure that
8 we are giving the correct information, also. Okay?

9 Are there any other questions at this time?

10 (No audible response.)

11 MS. WRIGHT: Okay. So once again the RFP,
12 the proposal, will be due September the 4th at 2:00
13 p.m., and if there are no other questions, thank you,
14 and good luck.

15 (Chorus of thank you.)

16 MS. WRIGHT: Thank you.

17 (Whereupon, at 10:39 a.m., the hearing was
18 concluded.)

CERTIFICATE OF NOTARY

I, WALTER MURPHY, the officer before whom the foregoing testimony was taken, do hereby certify that the witness whose testimony appears in the foregoing transcript was duly sworn by me; that the testimony of said witness was taken by me by stenomask means and thereafter reduced to typewriting by me or under my direction; that said testimony is a true record of the testimony given by said witness; that I am neither counsel for, related to, nor employed by any of the parties to the action in which this testimony is taken; and, further, that I am not a relative or employee of any attorney or counsel employed by the parties hereto, nor financially or otherwise interested in the outcome of the action.

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